



U.S. Department of Energy  
Energy Efficiency and Renewable Energy

# Strengthening Public-Private Partnerships for Innovation and Deployment

## *Breakout Group Report*



**2006 ITP Corporate Peer Review**  
**September 7, 2006**  
**Arlington, Virginia**

# Challenges

- Communication challenges: understanding industry needs and priorities
  - *Need for effective 2-way communication throughout process*
  - *Finding shared interests*
  - *Finding ways to reach out to non-traditional partners*
- Lack of trust
  - *Government funding is uncertain*
  - *Corporate commitment wavers*
- Aligning public and private goals and benefits
  - *Energy efficiency is not a big money-maker relative to other*
  - *Public policy does not provide incentives*
- Partnership processes
  - *Burdensome paperwork requirements*
  - *Uncertain IP protections*
- Perception of partnerships as “corporate welfare”



## Proposed Solutions/Strategies

- Open and honest dialogue regarding expectations and needs
- Need for a structure that allows the dialogue to occur, including industry involvement in stage-gate decision making and development of common terms and definitions
- Long-term sustainable metrics for measuring impact and progress (measure both success and failure)
- Develop new venues for communication to reach non-traditional partners (e.g., small businesses, supply chain contributors)
- Re-purpose and redefine the program with industry participation



## Action Plan

- Organize a series of workshops or forums for discussion and dialogue to rebuild the foundation for trust and partnership
  - Reach agreement on taxonomy of terms and *goals v actions*
  - Discuss IP issues
  - Discuss how program is structured
  - Provide input on decision making process
- Timing is everything – need to influence the 08 budget process
- Work with trade associations to develop a strategy for broad involvement across all industries